

Seat No:

[0607]/PGE244B/2026/MSCHS_SEM4

SYMSCHS (Fourth Semester) Examination, 2026
PGE244B - SPECIALIZATION FRONT OFFICE IV
(2023 Pattern)

Time: 1 Hrs. 30 Mins.

Maximum Marks: 25

Instructions: -

- (i) Solve any five questions.
(ii) All questions carry equal marks.
(iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Hospitality [1]
B) Customer Engagement [1]
C) SPA [1]
D) Executive Lounge [1]
E) TQM [1]

Q2. List down the services provided by the Executive lounge in a luxury property. [5]

Q3. Describe the concept and origin of Spa in detail. [5]

Q4. Explain the concept of AYS and list down the reports prepared by the AYS. [5]

Q5. Discuss the role of AI in enhanced customer experience and customer engagement. [5]

Q6. List down the aspects considered while designing the Service Management Program. [5]

Q7. Ravi, the General manager of The President Hotel, has a habit of test-calling his hotel's reservation department to hear how the hotel is sold over the telephone. The hotel recently hired a new reservations agent, Anita and he would like to know how she sells the hotel. Since he has met her only twice (once when she was hired and once in the employee cafeteria), he is confident she will not recognize his voice. Ravi calls the hotel's main telephone number and asks for the reservations department. After two rings, Anita answers the telephone and the following conversation takes place:

Anita: ""The President Hotel reservations. This is Anita. How can I help?""

Ravi: "I am looking for a reservation for next Tuesday. Are any rooms available?"

Anita: "What kind of room are you looking for?"

Ravi: "I have never been to the hotel. What kind do you have?"

Anita: "We have standard rooms and deluxe rooms."

Ravi: "What is the difference?"

Anita: ""One thousand rupees per night.""

Ravi: "No, I mean, what makes one standard and the other deluxe?"

Anita: "Our standard rooms are on the lower floors of the hotel. The deluxe rooms are on higher floors." (A five-second pause occurs at this point.)

Ravi: ""Well, thanks for helping me."" (Ravi hangs up.)

Answer the following:

1. Did Anita properly sell the hotel and its features? What could she have done to sell Ravi on the reservation?
2. What elements should be included in Anita's training to prepare her to answer reservation telephone calls correctly?
3. Describe several ways of communicating room availability and rates to Anita in the reservations office. How can Anita use this information in her sales efforts?
